



Effective Online Marketing Webinar Resources (Print Version)

- SEMRush - <https://www.semrush.com/>
- Content Audit - <https://wellspringdigital.com/a-quick-and-easy-content-audit-you-can-do-at-home/>
- Targeted FB advertising outside of your normal reach
- A/B testing
model: <https://www.facebook.com/business/help/1738164643098669?id=445653312788501>
- The Context Marketing Revolution - Matthew Swezey - <https://www.amazon.com/Context-Marketing-Revolution-Motivate-Infinite/dp/163369402X>
- LinkedIn courses on Lynda - <https://www.lynda.com/LinkedIn-training-tutorials/472-0.html>
- TechFrederick webinars - <https://techfrederick.org/events/>
- Frederick County Chamber of Commerce webinar - <https://web.frederickchamber.org/events?oe=true>
- Search Engine Journal - <https://www.searchenginejournal.com/>
- Content Marketing Institute - <https://contentmarketinginstitute.com/>
- Spin Sicks: Public Relations information - <http://spinsucks.com/>